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**Apply****New Guide Makes Selection of Solution Rubber Pressure Sensitive Adhesives Easy**

BRIDGEWATER, N.J., Dec. 30, 2003 — A new selector guide on solution rubber pressure sensitive adhesives provides information on the entire range of DURO-TAK® solution rubber adhesives from National Adhesives.

The guide explains the physical and performance properties of DURO-TAK solution rubber PSAs, providing detailed information on products designed for industrial tapes, removable pressure sensitive adhesives for skin care, and other applications. Rubber solution PSAs from National Adhesives provide high tack with a balance of adhesion and holding properties.

The guide also provides a Quick Reference Chart that shows in colorful graphic form the peel, shear and tack properties of each adhesive.

For a free copy of the DURO-TAK® Solution Rubber Pressure Sensitive Adhesives Selection Guide, contact National Adhesives Information Center, One Matrix Drive, Monroe, NJ 08831. Call 1-800-797-4992. Fax 1-609-409-5699. E-mail: [nscinquiry@salessupport.com](mailto:nscinquiry@salessupport.com).

National Adhesives is a unit of National Starch and Chemical Company, which had worldwide sales of \$2.97 billion in 2002. National Adhesives offers liquid emulsion, solvent-borne solution and hot melt adhesives to customers worldwide. National Adhesives' products are based on polyurethane, acrylic, rubber, ethylene vinyl acetate, cyanoacrylate, epoxy, polyvinyl acetate and starch and dextrin chemistries. National Starch and Chemical Company has its headquarters in Bridgewater, N.J., and is a member of the ICI Group.

Note to editor: For more information about National Starch and Chemical Company and its other products, visit

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[www.nationalstarch.com](http://www.nationalstarch.com). You also are welcome to visit our on-line newsroom by clicking on the News button.

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